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Men's Two Piece Athletic Underwear, Fine Knitted Shirts with Trunks of same Material, or of Fine Striped Broadcloth, with adjustable Waistbands, Garment 50c

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Men's Two Piece Athletic Style Shirts & Shorts of Light Wool Cashmere at 75c, \$1.00

New Lot of Allan A. and Holeproof Hosiery for men 25c, 35c, 50c, 75c and \$1.00

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"The Store of Quality and Service"

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Pot Pourri

Vicki Baum, the Austrian author, visiting over here, told a newly made acquaintance to speak slowly and perhaps she would understand him.

"Already," said she, "I have learned your two most important words, 'slow' and 'loudy'."

Another good frontpiece for a war history would be a life-size replica of a tax receipt.

When the second man appeared on earth, the rights of the first were cut in half. Now divide yours by the total population and that explains everything.

"If you were to fall here in sudden death overnight, what would you do?" asks a magazine.

Nothing. The darn alarm would go off before we could get a chance to spend a cent of it.

The Russians give all their make-shave a bare living to the government and call it Communism. We do the same and call it taxes.

The Society for the Prevention of Carrying Coals to Newcastle has approved the action of the New York Postmaster in refusing acceptance of a bundle addressed to Chicago.

A modernist married a fundamentalist wife.

And she led him a catechism and dogma life. (Marital Tragedy)

Dolt is he who weaves a verse Dullard who attends an art, He will find within his purse A broken heart.

He who leaves the given way Following a starry cross— Why him, for he will pay a bitter loss.

(Failures by W. J. Funk)

N. B.: But perhaps the real successes are what the crowd calls Failures.

CHRISTIAN SCIENCE

At last Christian Science Churches Sunday, the subject of the Lesson-Sermon will be "Bedtime of Assurance." The following is one of the Scriptural quotations contained in the Lesson-Sermon: "Let us go forth therefore into the world without the camp, bearing his reproach" (Hebrews 13:12). One of the correlative passages from "Science and Health with Key to the Scriptures," by Mary Baker Eddy, is as follows (page 497): "We acknowledge Jesus' statement as the evidence of divine, efficient Love, unfolding man's unity with God through Christ Jesus the Way-shower, and we acknowledge that man is saved through Truth, Life and Love as demonstrated by the Galilean Prophet in healing the sick and overcoming sin and death."

Auntie will you please wash my face?

Why, Johnnie, I thought you could do that yourself.

Well, I can, but I'd have to get my hands wet and they don't need it.

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The great lounge, the open fire-place, the writing rooms are very homelike and, combined with good sleeping rooms and a popular dining room, makes your stay in Vancouver a very happy one.

GROSVENOR

WAKE UP YOUR LIVER BILE—

And You'll Jump Out of Bed in the Morning Ready to Go

The liver should pour out two quarts of bile each day and if it does not, your food does not digest. It is the bile that breaks down your stomach, digests your food, and sends it to the blood and the world beats back.

A new liver movement, known as "Liver Bile," is now being put into effect. It takes three good, and serves a little Liver Bile to you. It is the best thing you can do for your liver. It is the best thing you can do for your liver. It is the best thing you can do for your liver.

HERVEY NOTES

Mrs. Silas Marvin who was quite ill much improved in health, which her friends are very pleased to know.

Robert Hagen had just nicely recovered from rather serious effects caused from his vaccination, when he died from his pony and cut his hip badly.

Miss Helen Peter is spending the holiday with her people in Calgary.

Beatrice May is at present with the Scott family south of town, Mrs. Scott being ill at present.

Emily Hesp from Throne, Alberta, is at present visiting her aunt, Mrs. Laycraft.

Thomas Chamberlain, Jr. has moved to J. P. Levey's farm. We wish you the best of luck Tommy.

NIGHTINGALE

On Saturday, April 4th about thirty friends and neighbors of Mr. and Mrs. Clark and Mary gathered at the home of Mr. and Mrs. Wm. J. Levey to tender them a farewell. What was the chief entertainment. The high winners were Mrs. Chas. Kimmett and James Gledhill while Mrs. Clark and Archie McLean were awarded the consolation. A delicious lunch was served after which Mr. and Mrs. Clark were presented with a good bed throw, while Mary received a travelling bag. Mr. and Mrs. Clark have been residents here for the past 19 years. May success follow them to their new home in California.

Mr. C. R. Gledhill with Mr. and Mrs. Gledhill and Mrs. Gledhill to Calgary last Thursday. It was truly a day of adventure due to the difficult roads.

Mr. and Mrs. Ted Thornton have returned and expect to make their home here for some time.

Andrew Thornton, Rosalie Simanek and Kathleen Harriman who are attending school in Calgary are enjoying their Easter holidays at home.

Mr. and Mrs. N. P. Bragg of Wayne spent part of their Easter holiday with Mrs. Bragg's parents.

On Tuesday evening April 7th, a number of well wishing friends of Mr. and Mrs. George Harriman, Jr. gathered in the hall. The evening was spent in dancing to music from James May's orchestra. During the supper intermission, Vernon Harriman with an address and various comments presented the newly weds with many beautiful and useful gifts. He stressed the good wishes of the community to the newlyweds. Mr. and Mrs. Harriman in a few well chosen words expressed their appreciation and thanks.

Mrs. Putnam and Mrs. Myrtle Kimmett were hostesses of the evening. Dancing lasted until an early hour.

Miss Edna Cullen has gone to visit Carleton, back to visit with her sister Mrs. Field.

Miss Doreen Joel has returned to her home and is making a splendid recovery from her recent operation.

Miss Norman of the Nightingale School is spending her holiday with her parents in Calgary.

Don't forget the institute dance at the hall on Friday night. It will be a big dance and a good time for all.

A lady who had employed a Chinaman as cook, asked him his name.

He said: "San Toy Lee," he said.

Ah, your name is too long, the lady replied. I will call you John.

All right, responded John. What's your name?

Mrs. Charlotte Anne Hemmingsway, she told him.

Your name too long, remarked the Chinaman. I call you Cholly.

Used Cars

1935 FORD De Luxe Coach (with trunk)
1934 FORD COUPE
1933 FORD COACH
1930 NASH Sedan
1929 CHEVROLET Coach
1929 CHEVROLET Coupe
1929 PLYMOUTH Coupe.
1928 FORD Sedan
1927 CHEVROLET Coach

Used Trucks

1932 FORD TRUCK (Long Wheelbase)
1930 FORD TRUCK (Short Wheelbase)

Used Machinery

20-40 RUMELY Tractor
20 Run VAN BRUNT Press Drill
28 Run VAN BRUNT Double Disc Drill
28 Run SUPERIOR Single Disc Drill
14 Inch GANG PLOW
12 Inch GANG PLOW



HUGHES MOTORS

STRATHMORE, Alta. PHONE 31

TREE PLANTING ON PRAIRIE FARMS

The work being carried on by the Tree Planting Division at the Forest Nursery Station of the Dominion Department of Agriculture at Indian Head, has made possible the beautifying of thousands of western Canadian farm houses, as well as providing the shelter which is so necessary on the prairies. Many outstanding gardens have been made possible only by the sheltering effects of belts of trees which also store up reserve moisture in the form of snow drifts and encourage all kinds of wild life. A well sheltered farmstead is a much more comfortable place for stock to winter, and in which to do the chores. The results obtained with trees are directly proportional to the amount of care given them, and by proper cultivation the effects of even drought and winter killing can largely be overcome.

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Letterheads and Envelopes

A neatly printed letterhead with a printed envelope to match creates an impression every time you write a letter. We stock only well gummed, strong envelopes. No danger of these breaking open in the mails as the cheap, flimsy kind sometimes do.

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For The Best In—
Beef, Pork, Lamb, Veal, Fish and Poultry
—At Lowest Prices

Roberts Meat Market

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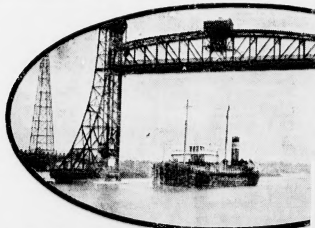
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The young doctor sat down wearily in his easy chair and turned to his wife affectionately.
Has my darling been lonely without me? he asked.
Oh, no, she said. At least not very lonely. I've found something to do with my time.
Oh, he said. And what's that?

In organizing a class. A lot of the women in the village have joined, and we're teaching one another to cook.
What do you do with the things you cook? asked the doctor.
We give them to the neighbors.
Dear little woman, he said. Always thinking of your husband's practice.



A VENETIAN EFFECT . . . (below) Warm weather followed heavy snow and then this happened to an Imperial Oil dealer up near Slave Lake. Where motor cars used to stop, motor boats became the customers—but what matter? Imperial Oil products are favorites both on land and water.



STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. MOORE, EDITOR. RES. PHONE 94
SUBSCRIPTION PRICE \$200 PER YEAR IN CANADA
OUTSIDE CANADA \$250 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

FLOOD CONTROL—TWO KINDS

Recent devastation by floods in the western United States has raised a popular demand for flood control legislation and a presumption that some kind of a comprehensive bill to this end will be passed by the current session of Congress. Senator Royal G. Copeland, has such a bill in his hands, has promised to report a measure in a few weeks.

The danger is that in stonemasonry the kind of a flood Congress will turn loose another— a flood of unwarranted, unnecessary and unproductive expenditure.

It is observable that a greater disposition now is arising to attack stream control by small reservoirs at the headwaters, as is logical, rather than solely by levees and dams on the lower reaches. This will perhaps be more expensive, but will also yield better results in soil preservation as well as flood protection.

This would raise another question already being urged by Senator Arthur H. Vandenberg. This is whether the National Government should take itself in for an ultimately insupportable financial burden by assuming responsibility for flood control that really are altogether local or intrastate in their effects.

In the case of many smaller headwater control reservoirs the principal benefit would accrue to the immediate locality or state, with an incidental protection to states, cities and farm lands farther down the river basin. The National Resources Board recommended that there ought to be developed an equitable system of distributing the costs of water resource projects on between the Federal Government and the states or local improvement districts, suggesting a minimum federal participation of 30 per cent.

The object to be sought is protection of homes, not of congressmen's fences. As important as the control of flood waters, is the control of government expenditures to bring a worthwhile return for the money.

—The Monitor.

TO WHOM IT MAY BE COMFORT

For those who never can remember where the two it's meet in parallel, it is comforting to reflect that more than one American humorist has built himself a niche in the Hall of Fame with spelling more picturesque than orthodox. The heroine in "Love Letters of a Bookie" was surely no less captivating because her avian's epistolary efforts started with "Dear Mable": A cat with a loose citizen might give a dash of color to many a printed page.

And why should more ink when cool sounds just the same?

OUTLINE OF PROPOSED RETAIL CODES GIVEN BY A. C. MACKAY

In the beginning of his address Mr. Mackay asked his audience to approach the subject of code legislation without any prejudice. He then traced the history of the present proposal of code legislation from the opening in Calgary in 1932 of the first "Made in Alberta Exhibition" by Hon. H. H. Stevens, then Minister of Trade and Commerce. It was on this occasion Mr. Mackay said, that he interested Mr. Stevens in the subject of unstatistical practices in business, and later led him to investigate such practices on a nation wide scale.

"Later the Alberta Retail Merchants' Association drew to the attention of Premier J. E. Macdonald the problems of the retail trade in the province. The result was that the Trade and Industry Act, to regulate competition and distribution, was passed by the Legislature in 1934. By June, 1935 the code of ethics for the retail trade and to regulate that only four institutions in the province opposed it," Mr. Mackay said.

"When Mr. Abernethy assumed office he agreed with the proposed regulations for the retail trade, but added that he believed the code should go even further."

Mr. Mackay then dealt with the draft of the code which is to be put into force in Alberta shortly. "The code will not interfere with special sales of seasonable or perishable articles such as bananas, but the restocking of 'loss-dealers' will be forbidden. Misrepresentation of goods by any system of advertising whatever will also be prohibited, as will premiums, free goods, and secret discounts."

The speaker severely criticized the wholesale firms who retailed to a large number of consumers at wholesale prices, adding that distribution by this method had "become a racket," and that the code would put a stop to it. "Probably only one set of suit clubs in ten sold on Calgary golf courses were bought from a retailer," the speaker said.

"Bankrupt" and "close-out" sales were frequently in the racket class also, according to Mr. Mackay.

Defending the independent merchants, Mr. Mackay stated that they did approximately 98 per cent of the retail business of this province and yet got less protection than any other class of business men. "They help to build up our communities, and they bore the brunt of the depression by coming to the aid of the consumer when credit from other sources was cut off. The mail order houses and chain stores are found lacking in these respects, but no doubt they have their part to play in the distribution system, and will continue to exist as long as people continue to patronize them."

SHIPOLOAD OF POWER . . .

(left) An Imperial Oil tankship in the Welland Canal. This is one of a fleet of ten lake vessels and fifteen ocean-going tankers that help in the big work of providing an unending supply of Imperial gasoline and oils for the Canadian market.



CAREFUL, CAREFUL! . . . (above)

Quality is the result of infinite care. Here an Imperial Oil scientist is checking a sample of Marvelube to be sure it measures up to the specifications that make it the ideal lubricant for your car. Wherever you go in Canada you'll see the Imperial Oil oval sign. Day and night thousands of Imperial workers are employed making and distributing high quality products. Most motorists buy at the Imperial Oil sign so that they will be sure of good service, high quality and fair value.

Spring is Here

AND

THESE SPECIALS ARE HERE TOO

Wooden Boxes Soda Crackers 37c
Pink Salmon, tall tins 10c
Heavy Pack Tomatoes, 3 for 35c

Golden Ripe BANANAS, per lb 10c

Quaker and Robin Hood China Oats pkt 25c

ORANGES— Fresh and Juicy

Regular 35c Dozen, Special 28c
Regular 25c Dozen, Special 20c
Regular 20c Dozen, Special 17c
Regular 50c Dozen, Special 43c
Regular 75c Dozen, Special 64c

CELERY, LETTUCE, TOMATOES,
AND NEW CABBAGE

STRATHMORE TRADING COMPANY

— SHOP AT THE —

Superior Meat Market

FOR THE BEST QUALITY
Beef, Veal, Pork, Mutton, Fish & Poultry
AT MODERATE PRICES

O. H. CHRISTENSEN PHONE 74

Because chain store prices are sometimes quoted at less than the ordinary store can afford to sell for, Mr. Mackay pointed out that it was hard for the average consumer to realize that the chain stores do not sell at a lower margin of profit.

Mr. Mackay emphatically denied that he was working toward the petition of Deputy Minister, as had been reported in some quarters. He added that he would not accept such a position nor any government office even if it were offered to him.

Questioned as to whether the code legislation would provide for the pricing of commodities, the speaker replied that while it was not the government's intention to fix prices, the Minister would be empowered to put maximum or minimum prices if it was found necessary to effect collaboration on the part of merchants.

S. H. Smith moved a hearty vote of thanks to Mr. Mackay for his address. —Hanna Herald.

SUMMARY OF 1935 ANNUAL REPORT, C. N. STEAMSHIPS

OTTAWA.—For the first time since the formation of the Company operating results of the Canadian National (West Indies) Steamships Limited, show a surplus available for interest requirements, according to the report for 1935, tabled in the House of Commons, today by Hon. C. D. Coad, Minister of Railways and Canals. Gross revenues for the year amounted to \$2,816,545, an increase of \$206,097 over the revenues for 1934. Operating expenses for the year were \$2,022,214, as against \$2,006,416, for 1934. There was an operating profit for the year of \$200,000 as against an operating deficit in 1934 of \$66,575. A statement of 226,708. After payment of bond interest the income deficit was \$294,019, as compared with \$506,676 in 1934. "Notwithstanding 24,701 tons of oil

additional cargo handled with an increase of 20 per cent in operating revenue," the directors state, "the operating expenses show an increase of less than 1 per cent. This may be regarded as a very satisfactory performance, reflecting careful administration and strict economy on the part of all concerned."

NOTICE

Regarding certain statements made by me reflecting discredit on the moral tone of the children of the Berta Vale School, I herewith withdraw those statements which I find are without foundation and tender my apologies to the Berta Vale School District. J. VAN DONGEN. Signed this 5th day of April 1936, at Strathmore, Alberta.

Detective— I had a hard case last week.
Friend— What was it?
Detective— Well a man was shot. The knife was found by his side. Who do you think poisoned him?
Friend— Who?
Detective— Nobody. He hanged himself.

There was a further favourable development in the shipment of canned tomatoes and tomato products from Canada to Great Britain during the first nine months of 1935. When complete figures for the whole year are available, they will show an impressive volume of trade.

Stout theatrical person (engaging room): "Window's a bit small. Wouldn't be much use to me in an emergency."

Landlady— There ain't going to be any such emergency. My terms for renters is weekly in advance.

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CALGARY
CENTRE WEST 7th St. W.
ALSO OPERATING
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RATES \$1 AND \$1.50 — WEEKLY AND MONTHLY RATES

